

ESTTA Tracking number: **ESTTA740736**

Filing date: **04/18/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	New Belgium Brewing Company, Inc.
Granted to Date of previous extension	04/17/2016
Address	500 Linden Street Fort Collins, CO 80524 UNITED STATES
Attorney information	David E. Sipiora Kilpatrick Townsend & Stockton LLP 1400 Wewatta Street, Suite 600 Denver, CO 80202 UNITED STATES denverteas@kilpatricktownsend.com Phone:303.571.4000

### Applicant Information

Application No	86400566	Publication date	10/20/2015
Opposition Filing Date	04/18/2016	Opposition Period Ends	04/17/2016
Applicant	Bullfrog Bikes, LLC 5121 Bee Caves Road, Suite 106 Austin, TX 78746 UNITED STATES		

### Goods/Services Affected by Opposition

<p>Class 039. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Arranging and conducting guided sightseeing tours and excursions for others; coordinating travel arrangements for individuals and for groups; booking of seats for travel as part of local sightseeing packages; travel agency services, namely, making reservations and bookings for transportation and sightseeing for tourists as part of local sightseeing packages; vehicle rental services; warehousing services, namely, temporary storage of backpacks, luggage, personal belongings, and small packages; transportation services, namely, providing shuttle transport of tourists and sightseers to prearranged local sightseeing destinations offered as part of tour packages</p>
<p>Class 041. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Educational and training services, namely, conducting classes in the field of sales, business, personal development, sales team building and business team building; conducting guided tours of museums, historical sites, and points of local and regional interest</p>

### Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
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Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution by blurring	Trademark Act section 43(c)
Dilution by tarnishment	Trademark Act section 43(c)

## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1846908	Application Date	09/15/1993
Registration Date	07/26/1994	Foreign Priority Date	NONE
Word Mark	FAT TIRE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 1991/06/28 First Use In Commerce: 1992/03/20 fermented malt beverages; namely, ale		


U.S. Registration No.	2989629	Application Date	06/30/2004
Registration Date	08/30/2005	Foreign Priority Date	NONE
Word Mark	FAT TIRE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1995/12/00 First Use In Commerce: 1995/12/00 NEON AND ELECTRIC SIGNS Class 016. First use: First Use: 1995/05/00 First Use In Commerce: 1995/05/00 PAPER GOODS, NAMELY, DECALS, POSTERS, PAPER COASTERS AND POSTCARDS Class 025. First use: First Use: 1992/06/00 First Use In Commerce: 1992/06/00 CLOTHING, NAMELY, HATS, CAPS, SHIRTS, SWEATSHIRTS, VESTS, T-		


SHIRTS, JERSEYS, JACKETS, SOCKS, FLEECE PULLOVERS			
U.S. Registration No.	2513468	Application Date	05/08/2000
Registration Date	11/27/2001	Foreign Priority Date	NONE
Word Mark	TOUR DE FAT		
Design Mark	<p style="text-align: center;"><b>TOUR DE FAT</b></p>		
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2000/03/01 First Use In Commerce: 2000/09/02 Entertainment in the nature of arranging, organizing, and conducting festivals featuring a variety of activities, namely, sporting events, games, competitions, educational exhibitions in the fields of community-related issues and bicycling, live music, and the like		

U.S. Registration No.	4625941	Application Date	08/01/2013
Registration Date	10/21/2014	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a bicycle design contained within a circle.		
Goods/Services	Class 009. First use: First Use: 2013/12/16 First Use In Commerce: 2013/12/16 NEON AND ELECTRIC SIGNS Class 016. First use: First Use: 2013/12/16 First Use In Commerce: 2013/12/16		


	<p>PAPER GOODS, NAMELY, DECALS, POSTERS, PAPER COASTERS AND POSTCARDS</p> <p>Class 025. First use: First Use: 2013/12/16 First Use In Commerce: 2013/12/16 CLOTHING, NAMELY, HATS, CAPS, SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS, JERSEYS, JACKETS, SOCKS, FLEECE PULLOVERS</p> <p>Class 032. First use: First Use: 2013/12/16 First Use In Commerce: 2013/12/16 BEER</p> <p>Class 035. First use: First Use: 2013/12/16 First Use In Commerce: 2013/12/16 PROVIDING BUSINESS INFORMATION AND BUSINESS CONSULTATION TO BEER DISTRIBUTORS CONCERNING POINT-OF-SALE ISSUES; DEVELOPING PROMOTIONAL CAMPAIGNS FOR BUSINESS</p> <p>Class 041. First use: First Use: 2013/12/16 First Use In Commerce: 2013/12/16 ENTERTAINMENT IN THE NATURE OF ARRANGING, ORGANIZING, AND CONDUCTING FESTIVALS FEATURING A VARIETY OF ACTIVITIES, NAMELY, SPORTING EVENTS, GAMES, COMPETITIONS, EDUCATIONAL EXHIBITIONS IN THE FIELD OF COMMUNITY-RELATED ISSUES AND BI-CYCLING, LIVE MUSIC, AND THE LIKE; PROVIDING RECOGNITION AND INCENTIVES BY WAY OF EDUCATIONAL PROGRAMS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF BEVERAGE DISTRIBUTION SERVICES; INCENTIVE AWARD PROGRAM TO ENCOURAGE PEOPLE TO RIDE BI-CYCLES MORE OFTEN</p> <p>Class 043. First use: First Use: 2013/12/16 First Use In Commerce: 2013/12/16 RESTAURANT SERVICES</p>
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U.S. Registration No.	2900009	Application Date	11/24/2003
Registration Date	11/02/2004	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a bicycle.		
Goods/Services	Class 032. First use: First Use: 1991/06/28 First Use In Commerce: 1992/03/20		

	FERMENTED MALT BEVERAGES, NAMELY, BEER AND ALE		
U.S. Registration No.	2891589	Application Date	12/14/2001
Registration Date	10/05/2004	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2001/04/00 First Use In Commerce: 2001/04/00 Clothing, namely, hats, caps, shirts, sweatshirts, vests, T-shirts, jerseys, jackets, shorts, pants and socks		


  

U.S. Registration No.	3048894	Application Date	05/11/2004
Registration Date	01/24/2006	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of a bicycle.
Goods/Services	Class 009. First use: First Use: 2002/05/00 First Use In Commerce: 2002/05/00 NEON AND ELECTRIC SIGNS


U.S. Registration No.	3644381	Application Date	01/08/2008
Registration Date	06/23/2009	Foreign Priority Date	NONE
Word Mark	NEW BELGIUM BREWING		
Design Mark			
Description of	NONE		


Mark	
Goods/Services	<p>Class 016. First use: First Use: 2006/06/00 First Use In Commerce: 2006/06/00 PAPER GOODS, NAMELY, STICKERS, DECALS, POSTERS, POSTCARDS, FOLDERS, AND PAPER COASTERS</p> <p>Class 025. First use: First Use: 2006/06/00 First Use In Commerce: 2006/06/00 CLOTHING, NAMELY, HATS, CAPS, SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS, JERSEYS, JACKETS, SOCKS, SHORTS, SCARVES, AND FLEECE PULLOVERS</p> <p>Class 032. First use: First Use: 2006/05/00 First Use In Commerce: 2006/05/00 BEER AND ALE</p>

U.S. Registration No.	3425207	Application Date	01/03/2007
Registration Date	05/13/2008	Foreign Priority Date	NONE
Word Mark	TEAM WONDERBIKE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2005/04/00 First Use In Commerce: 2005/04/00 INCENTIVE AWARD PROGRAM TO ENCOURAGE PEOPLE TO RIDE BI-CYCLES MORE OFTEN</p>		

U.S. Registration No.	4808796	Application Date	04/04/2012
Registration Date	09/08/2015	Foreign Priority Date	NONE
Word Mark	ENJOY THE RIDE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 016. First use: First Use: 2015/03/15 First Use In Commerce: 2015/03/15</p>		


	Paper products, namely, posters, coasters, postcards, stickers and decals Class 032. First use: First Use: 2015/03/15 First Use In Commerce: 2015/03/15 Beer
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U.S. Registration No.	4676739	Application Date	05/23/2014
Registration Date	01/20/2015	Foreign Priority Date	NONE
Word Mark	SLOW RIDE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2014/08/20 First Use In Commerce: 2014/08/20 BEER		

U.S. Registration No.	4701453	Application Date	05/23/2014
Registration Date	03/10/2015	Foreign Priority Date	NONE
Word Mark	SLOW RIDE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2015/01/12 First Use In Commerce: 2015/01/12 PAPER GOODS, NAMELY, DECALS, POSTERS, PAPER COASTERS AND POSTCARDS Class 025. First use: First Use: 2015/01/12 First Use In Commerce: 2015/01/12 CLOTHING, NAMELY, HATS, CAPS, SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS, JERSEYS, JACKETS, SOCKS, FLEECE PULLOVERS		


U.S. Registration No.	4057556	Application Date	12/01/2010
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Registration Date	11/15/2011	Foreign Priority Date	NONE
Word Mark	JOY RIDE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2011/02/01 First Use In Commerce: 2011/02/01 Paper products, namely, posters, coasters, postcards, stickers and decals Class 032. First use: First Use: 2011/02/01 First Use In Commerce: 2011/02/01 Beer		

U.S. Registration No.	4664892	Application Date	04/04/2014
Registration Date	12/30/2014	Foreign Priority Date	NONE
Word Mark	TOUR DE FALL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 2014/08/11 First Use In Commerce: 2014/08/11 PAPER GOODS, NAMELY, DECALS, POSTERS, PAPER COASTERS AND POSTCARDS Class 025. First use: First Use: 2014/08/11 First Use In Commerce: 2014/08/11 CLOTHING, NAMELY, HATS, CAPS, SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS, JERSEYS, JACKETS, SOCKS, FLEECE PULLOVERS Class 032. First use: First Use: 2014/08/11 First Use In Commerce: 2014/08/11 BEER		

U.S. Registration No.	4173048	Application Date	10/21/2011
Registration Date	07/10/2012	Foreign Priority Date	NONE

Word Mark	SHIFT
Design Mark	
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 2012/04/02 First Use In Commerce: 2012/04/02 BEER

U.S. Registration No.	3628447	Application Date	05/01/2008
Registration Date	05/26/2009	Foreign Priority Date	NONE
Word Mark	GIDDY UP!		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 032. First use: First Use: 2008/09/00 First Use In Commerce: 2008/09/00 BEER AND ALE		

U.S. Registration No.	3874734	Application Date	11/04/2009
Registration Date	11/09/2010	Foreign Priority Date	NONE
Word Mark	CLIPS OF FAITH		

Design Mark	CLIPS OF FAITH
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2010/06/16 First Use In Commerce: 2010/06/16 ENTERTAINMENT SERVICES IN THE NATURE OF PLANNING, ARRANGING, AND CONDUCTING MOVIE EXHIBITIONS

Attachments	78444089#TMSN.png( bytes ) 76041765#TMSN.png( bytes ) 86025985#TMSN.png( bytes ) 78332498#TMSN.png( bytes ) 76348957#TMSN.png( bytes ) 78416937#TMSN.png( bytes ) 77366346#TMSN.png( bytes ) 77075418#TMSN.png( bytes ) 85589483#TMSN.png( bytes ) 86975674#TMSN.png( bytes ) 86290298#TMSN.png( bytes ) 85188305#TMSN.png( bytes ) 86242915#TMSN.png( bytes ) 85453178#TMSN.png( bytes ) 77463416#TMSN.png( bytes ) 77864899#TMSN.png( bytes ) 87642-965038_Notice of Opposition.pdf(258812 bytes ) 87642-965038_Exhibits_A,B.pdf(5745103 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/des/
Name	David E. Sipiora
Date	04/18/2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

*In re* Application Serial No. 86/400,566  
Filed: September 19, 2014  
Published: October 20, 2015 in the *Official Gazette*  
For: **FAT TIRE TOURS**

NEW BELGIUM BREWING COMPANY, INC.

Opposer,

vs.

BULLFROG BIKES, LLC,

Applicant.

Opposition No. \_\_\_\_\_

**NOTICE OF OPPOSITION**

**UNITED STATES PATENT AND TRADEMARK OFFICE**

Trademark Trial and Appeal Board

P.O. Box 1451

Alexandria, Virginia 22313-1451

New Belgium Brewing Company, Inc. (“NBB”), a Colorado corporation, located and doing business at 500 Linden Street, Fort Collins, Colorado 80524, believes that it will be damaged by the registration of the mark **FAT TIRE TOURS** shown in Application Serial No. 86/400,566 for “Arranging and conducting guided sightseeing tours and excursions for others; coordinating travel arrangements for individuals and for groups; booking of seats for travel as part of local sightseeing packages; travel agency services, namely, making reservations and bookings for transportation and sightseeing for tourists as part of local sightseeing packages; vehicle rental services; warehousing services, namely, temporary storage of backpacks, luggage, personal belongings, and small packages; transportation services, namely, providing shuttle transport of tourists and sightseers to prearranged local sightseeing destinations offered as part of tour packages” in International Class 39 and “Educational and training services, namely,

conducting classes in the field of sales, business, personal development, sales team building and business team building; conducting guided tours of museums, historical sites, and points of local and regional interest” in International Class 41, filed by Bullfrog Bikes, LLC, a Texas limited liability company with an address at 5121 Bee Caves Road, Suite 106, Austin, Texas 78746 (“Applicant”), and published in the *Official Gazette* of October 20, 2015, and hereby opposes registration thereof.

As grounds for opposition, NBB alleges:

1. NBB is the owner of U.S. Registration No. 1,846,908 for **FAT TIRE** for “fermented malt beverages, namely, ale” in International Class 32. NBB’s application for said registration was filed on September 15, 1993 and matured to registration on July 26, 1994. NBB has used the **FAT TIRE** mark on and in connection with the aforementioned goods since at least as early as June 28, 1991.

2. NBB is also the owner of U.S. Registration No. 2,989,629 for **FAT TIRE** for “neon and electric signs” in International Class 9, for “paper goods, namely, decals, posters, paper coasters and postcards” in International Class 16, and for “clothing, namely, hats, caps, shirts, sweatshirts, vests, t-shirts, jerseys, jackets, socks, fleece pullovers” in International Class 25. NBB’s application for said registration was filed on June 30, 2004 and matured to registration on August 30, 2005. NBB has used the **FAT TIRE** mark on and in connection with the aforementioned goods since at least as early as December 1995 for the International Class 9 goods, at least as early as May 1995 for the International Class 16 goods, and at least as early as June 1992 for the International Class 25 goods.

3. NBB is also the owner of U.S. Registration No. 2,513,468 for **TOUR DE FAT** for “Entertainment in the nature of arranging, organizing, and conducting festivals featuring a

variety of activities, namely, sporting events, games, competitions, educational exhibitions in the fields of community-related issues and bicycling, live music, and the like” in International Class 41. NBB’s application for said registration was filed on May 8, 2000 and matured to registration on November 27, 2001. NBB has used the **TOUR DE FAT** mark on and in connection with the aforementioned services since at least as early as March 1, 2000.



4. NBB is also the owner of U.S. Registration No. 4,625,941 for (“NBB Fat Tire Bike in Circle Logo”) for “neon and electric signs” in International Class 9, for “paper goods, namely, decals, posters, paper coasters and postcards” in International Class 16, for “clothing, namely, hats, caps, shirts, sweatshirts, vests, t-shirts, jerseys, jackets, socks, fleece pullovers” in International Class 25, for “beer” in International Class 32, for “providing business information and business consultation to beer distributors concerning point-of-sale issues; developing promotional campaigns for business” in International Class 35, for “entertainment in the nature of arranging, organizing, and conducting festivals featuring a variety of activities, namely, sporting events, games, competitions, educational exhibitions in the field of community-related issues and bicycling, live music, and the like; providing recognition and incentives by way of educational programs to demonstrate excellence in the field of beverage distribution services; incentive award program to encourage people to ride bicycles more often” in International Class 41, and for “restaurant services” in International Class 43. NBB’s application for said registration was filed on August 1, 2013 and matured to registration on October 21,



2014. NBB has used the mark on and in connection with the aforementioned goods and services since at least as early as December 16, 2013.



5. NBB is also the owner of U.S. Registration No. 2,900,009 for (“NBB Fat Tire Detailed Bike Logo”) for “Fermented malt beverages, namely, beer and ale” in International Class 32. NBB’s application for said registration was filed on November 24, 2003



and matured to registration on November 2, 2004. NBB has used the mark on and in connection with the aforementioned goods since at least as early as June 28, 1991.



6. NBB is also the owner of U.S. Registration No. 2,891,589 for (“NBB Fat Tire Basic Bike Logo”) for “Clothing, namely, hats, caps, shirts, sweatshirts, vests, T-shirts, jerseys, jackets, shorts, pants and socks” in International Class 25. NBB’s application for said registration was filed on December 14, 2001 and matured to registration on October 5,



2004. NBB has used the mark on and in connection with the aforementioned goods since at least as early as April 2001.



7. NBB is also the owner of U.S. Registration No. 3,048,894 for (“NBB Fat Tire Neon Bike Logo”) for “Neon and electric signs” in International Class 9. NBB’s application for said registration was filed on May 11, 2004, and matured to registration on



January 24, 2006. NBB has used the mark on and in connection with the aforementioned goods since at least as early as May 2002.



8. NBB is also the owner of U.S. Registration No. 3,644,381 for (“New Belgium Brewing Bike Logo”) for “Paper goods, namely, stickers, decals, posters, postcards, folders, and paper coasters” in Class 16, for “Clothing, namely, hats, caps, shirts, sweatshirts, vests, T-shirts, jerseys, jackets, shorts, pants and socks” in International Class 25, and for “Beer and ale” in International Class 32. NBB’s application for said registration was



filed on January 8, 2008 and matured to registration on June 23, 2009. NBB has used the



mark on and in connection with the aforementioned goods since at least as early as June 2006.

9. NBB is also the owner of U.S. Registration No. 3,425,207 for **TEAM WONDERBIKE** for “incentive award program to encourage people to ride bicycles more often” in International Class 41. NBB’s application for said registration was filed on January 3, 2007 and matured to registration on May 13, 2008. NBB has used the **TEAM WONDERBIKE** mark on and in connection with the aforementioned services since at least as early as April 2005.

10. NBB is also the owner of numerous other United States registrations that include touring-themed, riding-themed, or bicycle-themed marks, including but not limited to the marks: **ENJOY THE RIDE® (Reg. No. 4,808,796), SLOW RIDE® (Reg. No. 4,676,739), SLOW RIDE® (Reg. No. 4,701,453), JOY RIDE® (Reg. No. 4,057,556), TOUR DE FALL® (Reg. No. 4,664,892), SHIFT® (Reg. No. 4,173,048), GIDDY UP! ® (Reg. No. 3,628,447), CLIPS OF FAITH® (Reg. No. 3,874,734).**

11. Copies of the TSDR Records for the above-referenced registrations and applications are attached as **Exhibit A**.

12. In addition to its various federal trademark registrations, NBB also enjoys common law rights for other **FAT TIRE**-derivate marks owned by NBB used in connection with various bicycle-themed festivals, events, social gatherings which regularly tour the United States. The marks referred to hereinabove – marks that are registered, pending, and arising under common law -- hereafter collectively shall be referred to as the “NBB Marks.”

13. As a result of NBB's extensive advertising, sales, and marketing, the NBB Marks have amassed a tremendous following among cyclists, adventure tourism customers, brewery tourism customers, and are generally well known to consumers across the U.S.

14. By virtue of NBB's extensive use and promotion of its NBB Marks, NBB has established valuable goodwill in the marks, and the public has come to associate the NBB Marks with NBB. As such, the public has come to know the NBB Marks as an indication of goods and services that originate from NBB.

15. As a result of substantial sales and extensive advertising and promotion for over twenty (20) years, the public has come to associate the **FAT TIRE** mark with NBB and to know the **FAT TIRE** mark as an indicator of source. The **FAT TIRE** mark is a famous mark well known to purchasers. The **FAT TIRE** mark is famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and is among the most recognizable trademarks in the beer industry.

16. As a part of its daily business operations, NBB conducts Guided Tours of the NBB Breweries in Colorado and North Carolina, which feature NBB's **FAT TIRE** beer as a part of the Tour.

17. As a result of the NBB Marks covering services in International Classes 35 and 41 in addition to goods in International Classes 9, 16, 25 and 32, the public understands that goods and services of the type offered by Applicant and by NBB can and do emanate from a single source.

18. Applicant filed U.S. Trademark Application Serial No. 86/400,566 (the Application"), which is the subject of this Opposition, on September 19, 2014, for **FAT TIRE TOURS** ("Applicant's Mark") for "Arranging and conducting guided sightseeing tours and excursions for others; coordinating travel arrangements for individuals and for groups; booking

of seats for travel as part of local sightseeing packages; travel agency services, namely, making reservations and bookings for transportation and sightseeing for tourists as part of local sightseeing packages; vehicle rental services; warehousing services, namely, temporary storage of backpacks, luggage, personal belongings, and small packages; transportation services, namely, providing shuttle transport of tourists and sightseers to prearranged local sightseeing destinations offered as part of tour packages” in International Class 39 and “Educational and training services, namely, conducting classes in the field of sales, business, personal development, sales team building and business team building; conducting guided tours of museums, historical sites, and points of local and regional interest” in International Class 41, based on an intent-to-use the mark.

19. Upon information and belief, Applicant Bullfrog Bikes, LLC is in the business of conducting bicycle tours and offering similar travel-related services. (See **Exhibit B – Applicant’s Company Website**).

20. Applicant’s services are virtually identical or highly related to goods and services offered by NBB under its NBB Marks. NBB owns numerous registrations for **FAT TIRE**, **TOUR DE FAT**, **Designs Incorporating Bicycles**, for highly related goods in International Classes 16, 25, 32 and 41.

21. Applicant has filed and abandoned Application Serial No. 86/269,197 for



(**FAT TIRE BIKE TOURS & Design**) for “conducting guided tours and excursions and arranging travel and sightseeing tours and excursions; transport services; travel

arrangement services; booking of seats for travel; tourism agency services; vehicle rental services; packaging and storage of goods for others; education services; entertainment services; sporting and cultural activities; training services; recreational services” in International Class 41. Applicant abandoned the application prior to publication for failure to respond to an Office Action issued by the U.S. PTO.

22. Applicant has filed and abandoned Application Serial No. 86/269,183 for **FAT TIRE BIKE TOURS** for “conducting guided tours and excursions and arranging travel and sightseeing tours and excursions; transport services; travel arrangement services; booking of seats for travel; tourism agency services; vehicle rental services; packaging and storage of goods for others; education services; entertainment services; sporting and cultural activities; training services; recreational services” in International Class 41. Applicant abandoned the application prior to publication for failure to respond to an Office Action issued by the U.S. PTO.

23. Applicant’s **FAT TIRE TOURS** Mark incorporates NBB’s **FAT TIRE** mark in its entirety and merely adds the descriptive term “TOURS” – which is has disclaimed apart from the mark as a whole.

24. Applicant’s **FAT TIRE TOURS** Mark incorporates NBB’s **TOUR DE FAT** mark almost in its entirety, merely juxtaposing the terms and interchanging “DE” for “TIRE.”

25. NBB began use of its **FAT TIRE** Marks in connection with its goods and services since at least as early as June 28, 1991, which is well prior to the Applicant’s filing date of September 19, 2014.

26. The NBB Marks were in use and well known prior to Applicant’s filing date.

27. As a result of the similarity between NBB’s NBB Marks and Applicant’s **FAT TIRE TOURS** Mark, and the identical or highly related nature of Applicant’s services and

NBB's goods and services, Applicant's Mark is likely to cause confusion, mistake or deception in the trade and among purchasers as to the source, origin, association, affiliation or sponsorship of the parties' respective goods and services.

28. Registration of the mark in the Application and use of Applicant's Mark are likely to dilute NBB's famous **FAT TIRE** mark.

29. Registration of Applicant's Mark shown in the opposed Application will result in damage to NBB under the provisions of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), and Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c), pursuant to the allegations stated above. Applicant's Mark also falsely suggests a connection with NBB, in violation of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a).

30. If the **FAT TIRE TOURS** Mark is permitted to register, the registration would presumptively entitle Applicant to prima facie exclusive ownership and rights to the **FAT TIRE TOURS** Mark. Such registration would cause confusion among consumers as to the separate and distinct sources of Applicant's services and NBB's goods and services and the relationship of NBB to Applicant, thereby damaging NBB's goodwill in its NBB Marks, diluting the value and distinctiveness thereof, and resulting in irreparable harm to NBB's business and reputation, all to the detriment of NBB who has expended considerable sums and effort in promoting the NBB Marks.

WHEREFORE, Opposer prays that this Opposition be sustained and that registration of U.S. Trademark Application Serial No. 86/400,566 be denied.

Please charge any necessary fee regarding this Opposition to the Deposit Account of Kilpatrick Townsend & Stockton LLP, 20-1430, and credit any overpayment to such deposit account.

Please direct all notices, pleadings and process regarding this matter to:

David E. Sipiora, Esq.  
Daniel I. Ackerman, Esq.  
KILPATRICK TOWNSEND & STOCKTON LLP  
1400 Wewatta Street, Suite 600  
Denver, CO 80202  
Telephone: (303) 571-4000  
Facsimile: (303) 571-4321  
Email: denverteas@kilpatricktownsend.com

Respectfully submitted,

KILPATRICK TOWNSEND & STOCKTON LLP

Dated: April 18, 2016

By: \_\_\_\_\_/Daniel Ackerman/  
David E. Sipiora  
Daniel I. Ackerman  
*Attorneys for Opposer*

**CERTIFICATE OF SERVICE**

On April 18, 2016, I served the foregoing **NOTICE OF OPPOSITION** on counsel for Applicant by depositing a true copy thereof with the United States Postal Service as first class mail, postage prepaid, at Denver, Colorado, enclosed in a sealed envelope addressed as follows:

Raman N. Dewar  
Jackson Walker, L.L.P.  
100 Congress Ave, Suite 1100  
Austin, Texas 78701-4042

Dated : April 18, 2016

By :                                 /Daniel Ackerman/                                  
Daniel Ackerman

67935915V.2

# **EXHIBIT A**



**Int. Cl.: 32**

**Prior U.S. Cl.: 48**

**United States Patent and Trademark Office** **Reg. No. 1,846,908**  
**Registered July 26, 1994**

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**TRADEMARK  
PRINCIPAL REGISTER**

**FAT TIRE**

NEW BELGIUM BREWING CO. (COLORADO  
CORPORATION)  
350 LINDEN STREET  
FORT COLLINS, CO 80524

FIRST USE 6-28-1991; IN COMMERCE  
3-20-1992.

SER. NO. 74-435,755, FILED 9-15-1993.

FOR: FERMENTED MALT BEVERAGES;  
NAMELY, ALE, IN CLASS 32 (U.S. CL. 48).

MICHAEL MASON, EXAMINING ATTORNEY

**Int. Cls.: 9, 16 and 25**

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39  
and 50**

**Reg. No. 2,989,629**

**United States Patent and Trademark Office**

**Registered Aug. 30, 2005**

**TRADEMARK  
PRINCIPAL REGISTER**

**FAT TIRE**

NEW BELGIUM BREWING COMPANY, INC.  
(COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: NEON AND ELECTRIC SIGNS, IN CLASS 9  
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-0-1995; IN COMMERCE 12-0-1995.

FOR: PAPER GOODS, NAMELY, DECALS, POSTERS,  
PAPER COASTERS AND POSTCARDS, IN  
CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 5-0-1995; IN COMMERCE 5-0-1995.

FOR: CLOTHING, NAMELY, HATS, CAPS,  
SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS, JERSEYS,  
JACKETS, SOCKS, FLEECE PULLOVERS, IN  
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-0-1992; IN COMMERCE 6-0-1992.

THE MARK CONSISTS OF STANDARD CHARACTERS  
WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,846,908.

SER. NO. 78-444,089, FILED 6-30-2004.

CATHERINE CAIN, EXAMINING ATTORNEY

**Int. Cl.: 41**

**Prior U.S. Cls.: 100, 101, and 107**

**United States Patent and Trademark Office**

**Reg. No. 2,513,468**

**Registered Nov. 27, 2001**

**SERVICE MARK  
PRINCIPAL REGISTER**

**TOUR DE FAT**

NEW BELGIUM BREWING COMPANY, INC.  
(COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: ENTERTAINMENT IN THE NATURE OF  
ARRANGING, ORGANIZING, AND CONDUCTING  
FESTIVALS FEATURING A VARIETY OF ACTIV-  
ITIES, NAMELY, SPORTING EVENTS, GAMES,  
COMPETITIONS, EDUCATIONAL EXHIBITIONS

IN THE FIELDS OF COMMUNITY-RELATED IS-  
SUES AND BICYCLING, LIVE MUSIC, AND THE  
LIKE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-2000; IN COMMERCE 9-2-2000.

SN 76-041,765, FILED 5-8-2000.

TARAH HARDY, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,625,941**

**Registered Oct. 21, 2014**

**Int. Cls.: 9, 16, 25, 32, 35, 41, and 43**

NEW BELGIUM BREWING COMPANY, INC. (COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: NEON AND ELECTRIC SIGNS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-16-2013; IN COMMERCE 12-16-2013.

**TRADEMARK**

FOR: PAPER GOODS, NAMELY, DECALS, POSTERS, PAPER COASTERS AND POSTCARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

**SERVICE MARK**

FIRST USE 12-16-2013; IN COMMERCE 12-16-2013.

**PRINCIPAL REGISTER**

FOR: CLOTHING, NAMELY, HATS, CAPS, SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS, JERSEYS, JACKETS, SOCKS, FLEECE PULLOVERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-16-2013; IN COMMERCE 12-16-2013.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 12-16-2013; IN COMMERCE 12-16-2013.

FOR: PROVIDING BUSINESS INFORMATION AND BUSINESS CONSULTATION TO BEER DISTRIBUTORS CONCERNING POINT-OF-SALE ISSUES; DEVELOPING PROMOTIONAL CAMPAIGNS FOR BUSINESS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-16-2013; IN COMMERCE 12-16-2013.

FOR: ENTERTAINMENT IN THE NATURE OF ARRANGING, ORGANIZING, AND CONDUCTING FESTIVALS FEATURING A VARIETY OF ACTIVITIES, NAMELY, SPORTING EVENTS, GAMES, COMPETITIONS, EDUCATIONAL EXHIBITIONS IN THE FIELD OF COMMUNITY-RELATED ISSUES AND BICYCLING, LIVE MUSIC, AND THE LIKE; PROVIDING RECOGNITION AND INCENTIVES BY WAY OF EDUCATIONAL PROGRAMS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF BEVERAGE DISTRIBUTION SERVICES; INCENTIVE AWARD PROGRAM TO ENCOURAGE PEOPLE TO RIDE BICYCLES MORE OFTEN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

**Reg. No. 4,625,941** FIRST USE 12-16-2013; IN COMMERCE 12-16-2013.

FOR: RESTAURANT SERVICES, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 12-16-2013; IN COMMERCE 12-16-2013.

OWNER OF U.S. REG. NO. 3,644,381.

THE MARK CONSISTS OF A BICYCLE DESIGN CONTAINED WITHIN A CIRCLE.

SN 86-025,985, FILED 8-1-2013.

GRETТА YAO, EXAMINING ATTORNEY

**Int. Cl.: 32**

**Prior U.S. Cls.: 45, 46 and 48**

**Reg. No. 2,900,009**

**United States Patent and Trademark Office**

**Registered Nov. 2, 2004**

**TRADEMARK  
PRINCIPAL REGISTER**



NEW BELGIUM BREWING COMPANY, INC.  
(COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: FERMENTED MALT BEVERAGES, NAME-  
LY, BEER AND ALE, IN CLASS 32 (U.S. CLS. 45, 46  
AND 48).

FIRST USE 6-28-1991; IN COMMERCE 3-20-1992.

THE MARK CONSISTS OF A BICYCLE.

SER. NO. 78-332,498, FILED 11-24-2003.

DAVID H. STINE, EXAMINING ATTORNEY

**Int. Cl.: 25**

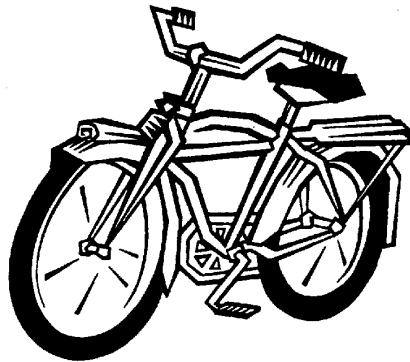
**Prior U.S. Cls.: 22 and 39**

**United States Patent and Trademark Office**

**Reg. No. 2,891,589**

**Registered Oct. 5, 2004**

**TRADEMARK  
PRINCIPAL REGISTER**



NEW BELGIUM BREWING COMPANY, INC.  
(COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FIRST USE 4-0-2001; IN COMMERCE 4-0-2001.

SN 76-348,957, FILED 12-14-2001.

FOR: CLOTHING, NAMELY, HATS, CAPS,  
SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS, JER-  
SEYS, JACKETS, SHORTS, PANTS AND SOCKS, IN  
CLASS 25 (U.S. CLS. 22 AND 39).

G. MAYERSCHOFF, EXAMINING ATTORNEY

**Int. Cl.: 9**

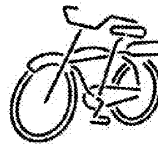
**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 3,048,894**

**United States Patent and Trademark Office**

**Registered Jan. 24, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**



NEW BELGIUM BREWING COMPANY, INC.  
(COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

OWNER OF U.S. REG. NOS. 2,891,589 AND  
2,900,009.

THE MARK CONSISTS OF A BICYCLE.

FOR: NEON AND ELECTRIC SIGNS, IN CLASS 9  
(U.S. CLS. 21, 23, 26, 36 AND 38).

SER. NO. 78-416,937, FILED 5-11-2004.

FIRST USE 5-0-2002; IN COMMERCE 5-0-2002.

WINSTON FOLMAR, EXAMINING ATTORNEY



**Int. Cls.: 16, 25, and 32**

**Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 45, 46, 48,  
and 50**

**Reg. No. 3,644,381**

**United States Patent and Trademark Office**

**Registered June 23, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**



NEW BELGIUM BREWING COMPANY, INC.  
(COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: PAPER GOODS, NAMELY, STICKERS,  
DECALS, POSTERS, POSTCARDS, FOLDERS, AND  
PAPER COASTERS, IN CLASS 16 (U.S. CLS. 2, 5, 22,  
23, 29, 37, 38 AND 50).

FIRST USE 6-0-2006; IN COMMERCE 6-0-2006.

FOR: CLOTHING, NAMELY, HATS, CAPS,  
SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS, JER-  
SEYS, JACKETS, SOCKS, SHORTS, SCARVES, AND  
FLEECE PULLOVERS, IN CLASS 25 (U.S. CLS. 22  
AND 39).

FIRST USE 6-0-2006; IN COMMERCE 6-0-2006.

FOR: BEER AND ALE, IN CLASS 32 (U.S. CLS. 45,  
46 AND 48).

FIRST USE 5-0-2006; IN COMMERCE 5-0-2006.

OWNER OF U.S. REG. NOS. 2,817,123, 2,820,265,  
AND 3,018,632.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "BELGIUM BREWING", APART  
FROM THE MARK AS SHOWN.

SN 77-366,346, FILED 1-8-2008.

AMOS T. MATTHEWS, JR., EXAMINING ATTOR-  
NEY

**Int. Cl.: 41**

**Prior U.S. Cls.: 100, 101 and 107**

**United States Patent and Trademark Office**

**Reg. No. 3,425,207**

**Registered May 13, 2008**

**SERVICE MARK  
PRINCIPAL REGISTER**

**TEAM WONDERBIKE**

NEW BELGIUM BREWING COMPANY, INC.  
(COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: INCENTIVE AWARD PROGRAM TO EN-  
COURAGE PEOPLE TO RIDE BICYCLES MORE  
OFTEN, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SER. NO. 77-075,418, FILED 1-3-2007.

FIRST USE 4-0-2005; IN COMMERCE 4-0-2005.

BERYL GARDNER, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## ENJOY THE RIDE

**Reg. No. 4,808,796**

**Registered Sep. 8, 2015**

**Int. Cls.: 16 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

NEW BELGIUM BREWING COMPANY, INC. (COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: PAPER PRODUCTS, NAMELY, POSTERS, COASTERS, POSTCARDS, STICKERS AND DECALS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 3-15-2015; IN COMMERCE 3-15-2015.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-15-2015; IN COMMERCE 3-15-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 4,057,556.

SN 85-589,483, FILED 4-4-2012.

DAVID MURRAY, EXAMINING ATTORNEY



*Michelle K. Lee*

Director of the United States  
Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

# SLOW RIDE

**Reg. No. 4,676,739**

**Registered Jan. 20, 2015**

**Int. Cl.: 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

NEW BELGIUM BREWING COMPANY, INC. (COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 8-20-2014; IN COMMERCE 8-20-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 4,057,556.

SN 86-975,674, FILED 5-23-2014.

SALLY SHIH, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

# SLOW RIDE

**Reg. No. 4,701,453**

**Registered Mar. 10, 2015**

**Int. Cls.: 16 and 25**

**TRADEMARK**

**PRINCIPAL REGISTER**

NEW BELGIUM BREWING COMPANY, INC. (COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: PAPER GOODS, NAMELY, DECALS, POSTERS, PAPER COASTERS AND POSTCARDS,  
IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 1-12-2015; IN COMMERCE 1-12-2015.

FOR: CLOTHING, NAMELY, HATS, CAPS, SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS,  
JERSEYS, JACKETS, SOCKS, FLEECE PULLOVERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 1-12-2015; IN COMMERCE 1-12-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 4,057,556.

SN 86-290,298, FILED 5-23-2014.

SALLY SHIH, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

# JOY RIDE

**Reg. No. 4,057,556**

**Registered Nov. 15, 2011**

**Int. Cls.: 16 and 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

NEW BELGIUM BREWING COMPANY, INC. (COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: PAPER PRODUCTS, NAMELY, POSTERS, COASTERS, POSTCARDS, STICKERS AND DECALS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 2-1-2011; IN COMMERCE 2-1-2011.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 2-1-2011; IN COMMERCE 2-1-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-188,305, FILED 12-1-2010.

DAWN FELDMAN, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## TOUR DE FALL

**Reg. No. 4,664,892**

**Registered Dec. 30, 2014**

**Int. Cls.: 16, 25, and 32**

NEW BELGIUM BREWING COMPANY, INC. (COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: PAPER GOODS, NAMELY, DECALS, POSTERS, PAPER COASTERS AND POSTCARDS,  
IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

**TRADEMARK**

FIRST USE 8-11-2014; IN COMMERCE 8-11-2014.

**PRINCIPAL REGISTER**

FOR: CLOTHING, NAMELY, HATS, CAPS, SHIRTS, SWEATSHIRTS, VESTS, T-SHIRTS,  
JERSEYS, JACKETS, SOCKS, FLEECE PULLOVERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-11-2014; IN COMMERCE 8-11-2014.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 8-11-2014; IN COMMERCE 8-11-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,513,468.

SN 86-242,915, FILED 4-4-2014.

SALLY SHIH, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

**SHIFT**

**Reg. No. 4,173,048**

**Registered July 10, 2012**

**Int. Cl.: 32**

**TRADEMARK**

**PRINCIPAL REGISTER**

NEW BELGIUM BREWING COMPANY, INC. (COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 4-2-2012; IN COMMERCE 4-2-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-453,178, FILED 10-21-2011.

JORDAN BAKER, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office



**Int. Cl.: 32**

**Prior U.S. Cls.: 45, 46, and 48**

**Reg. No. 3,628,447**

**United States Patent and Trademark Office**

**Registered May 26, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**

**GIDDY UP!**

NEW BELGIUM BREWING COMPANY, INC.  
(COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

FOR: BEER AND ALE, IN CLASS 32 (U.S. CLS. 45,  
46 AND 48).

SN 77-463,416, FILED 5-1-2008.

FIRST USE 9-0-2008; IN COMMERCE 9-0-2008.

TOBY BULLOFF, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## CLIPS OF FAITH

**Reg. No. 3,874,734**

**Registered Nov. 9, 2010**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

NEW BELGIUM BREWING COMPANY, INC. (COLORADO CORPORATION)  
500 LINDEN STREET  
FORT COLLINS, CO 80524

FOR: ENTERTAINMENT SERVICES IN THE NATURE OF PLANNING, ARRANGING, AND CONDUCTING MOVIE EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 6-16-2010; IN COMMERCE 6-16-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-864,899, FILED 11-4-2009.

DAVID H. STINE, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

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**QUARTER**  
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**"Antidote to Jazz Fest Over Indulgence!!"**  Reviewed May 11, 2015

We had a few hours Monday morning before flying home after Jazz Fest and decided to take a bike tour to see different parts of New Orleans. We are glad we did! The tour was informative, and the bike route was leisurely and pleasant! With no car and only a few hours to get out and explore, the bike tour was the perfect solution for us...



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New Orleans, LA 70130



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Also known as Vieux Carré, this New Orleans neighborhood is the most iconic and oldest part of town. Hear what makes the Quarter the most interesting part of the Crescent City.

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Made popular by the post-Katrina HBO series, Treme has always been a cultural incubator for New Orleans. The neighborhood gave rise to jazz and some of its most talented performers still live there today.



**TREME**



**St. LOUIS CEMETERY**

### St. LOUIS CEMETERY No. 3

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- City Park
- Bayou Saint John
- Avenue of the Creoles
- Degas House
- Congo Square
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[www.BullfrogBikeTours.com](http://www.BullfrogBikeTours.com)